

CLAIMS

Sub A
D1
1 1. A method for creating electronic artwork with a hot
2 area, comprising:

3 for a selected layer of the artwork, identifying a
4 non-transparent region of the layer, calculating a
5 definition of an area corresponding to a boundary of the
6 region, and assigning an action to the area, the action
7 defining a function that is activated when the area is
8 selected.

1 2. The method of claim 1, wherein:

2 the action is a URL (Uniform Resource Locator).

1 3. The method of claim 1, further comprising:

2 compositing the layers of the artwork; and

3 converting the area and the action to a target output
4 format.

1 4. The method of claim 3, wherein:

2 the target output format is HTML (HyperText Markup
3 Language).

Sub B2
D2
1 5. A computer program, tangibly stored on a
2 computer-readable medium, comprising instructions for
3 causing a computer to:

4 identify a non-transparent region of a layer of an
5 electronic artwork; and

6 assign an action to an area corresponding to the
7 non-transparent region, the action defining a function that
8 will be activated when the area is selected.

Sub
D3

1 6. The computer program of claim 5, further comprising
2 instructions to:
3 calculate a boundary of the non-transparent region; and
4 calculate a definition of the area from the boundary.

1 7. The computer program of claim 5, further comprising
2 instructions to:
3 composite the layers of the artwork; and
4 convert the area and the action to a target output
5 format.

1 8. The computer program of claim 7, wherein the target
2 output format for the area and the action is HTML.

1 9. The computer program of claim 8, further comprising
2 instructions to:
3 write out the composited artwork as an image file and
4 write out an HTML file containing an image map for the area
5 and a URL for the action, the HTML file referring to the
6 image file.

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